

# **The Evolution of Artificial Intelligence in Higher Education**

# EMERALD STUDIES IN ACTIVE AND TRANSFORMATIVE LEARNING IN HIGHER EDUCATION

**Series Editor: Miltiadis D. Lytras, College of Engineering, Effat University, Jeddah, Kingdom of Saudi Arabia**

Filling a significant gap in the body of knowledge related to the emerging agenda of active and transformative learning strategies, *Emerald Studies in Active and Transformative Learning in Higher Education* is a helpful resource for policy-makers, curriculum designers and school leaders aiming to develop value-based strategies for promoting quality education with an emphasis on active and transformative learning techniques.

## **Published Titles**

Active and Transformative Learning in STEAM Disciplines: From Curriculum Design to Social Impact

*Edited by: Miltiadis D. Lytras*

Digital Transformation in Higher Education, Part A: Best Practices and Challenges

*Edited by: Miltiadis D. Lytras, Andreea Claudia Serban, Afnan Alkhaldi, Sawsan Malik, and Tahani Aldosemani*

Digital Transformation in Higher Education, Part B: Cases, Examples and Good Practices

*Edited by: Miltiadis D. Lytras, Andreea Claudia Serban, Afnan Alkhaldi, Sawsan Malik, and Tahani Aldosemani*

# **The Evolution of Artificial Intelligence in Higher Education: Challenges, Risks, and Ethical Considerations**

EDITED BY

**MILTADIS D. LYTRAS**

*Effat University, Saudi Arabia*

**AFNAN ALKHALDI**

*Arab Open University, Kuwait*

**SAWSAN MALIK**

*Arab Open University, Kuwait*

**ANDREEA CLAUDIA SERBAN**

*Bucharest University of Economic Studies, Romania*

AND

**TAHANI ALDOSEMANI**

*Prince Sattam University, Saudi Arabia*



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited  
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL

First edition 2025

Editorial matter and selection © 2025 Miltiadis D. Lytras, Afnan Alkhalidi, Sawsan Malik,  
Andreea Claudia Serban and Tahani Aldosemani.

Individual chapters © 2025 The authors.

Published under exclusive licence by Emerald Publishing Limited.

**Reprints and permissions service**

Contact: [www.copyright.com](http://www.copyright.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licencing Agency and in the USA by The Copyright Clearance Centre. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-83549-487-5 (Print)

ISBN: 978-1-83549-486-8 (Online)

ISBN: 978-1-83549-488-2 (Epub)



INVESTOR IN PEOPLE

# Contents

About the Editors	<i>ix</i>
About the Contributors	<i>xi</i>
<b>Chapter 1 The Artificial Intelligence (AI) Landscape in Higher Education (HE): Current Developments, Opportunities, and Threats</b>	<b>1</b>
<i>Miltiadis D. Lytras, Afnan Alkhaldi, Sawsan Malik, Andreea Claudia Serban and Tahani Aldosemani</i>	
<b>Chapter 2 Integrating Artificial Intelligence in Higher Education: Enhancing Interactive Learning Experiences and Student Engagement Through ChatGPT</b>	<b>11</b>
<i>Marius Schönberger</i>	
<b>Chapter 3 A Practical Study of Generative AI Tools for Higher Education Innovative Transformation</b>	<b>35</b>
<i>Daniel Borer, Esmira Hackenberg, Nick McIntosh, Aaron Lane and Binh Nguyen Thanh</i>	
<b>Chapter 4 Disrupting Education: Artificial Intelligence in Higher Education</b>	<b>63</b>
<i>Husa Alangari</i>	
<b>Chapter 5 The Role of Artificial Intelligence in Designing Higher Education Courses: Benefits and Challenges</b>	<b>83</b>
<i>Ahmed A.M. Abdelkader, Hend Hassan and Marwa Abdelkader</i>	
<b>Chapter 6 Plotting the Parameter Scale: AI-Paved Academic Transformational Journey</b>	<b>99</b>
<i>Sarah Sidani and Rawan Hassoun</i>	

<b>Chapter 7 Transforming Teaching Learning With Chatbots in Higher Education: Quest, Opportunities and Challenges for Quality Enhancement</b>	111
<i>Sohail Ahmad, Afaq Ahmed, Sadia Muzaffar Bhutta and Aisha Naz Ansari</i>	
<b>Chapter 8 Digital Transformation in Higher Education: Best Practices and Challenges</b>	129
<i>Nehme Azoury and Cynthia Hajj</i>	
<b>Chapter 9 The Integration and Development of AI (Artificial Intelligence) in Higher Education (HE); Challenges, Innovations, and Recommendations for the Academics</b>	147
<i>Chris Mantas, Sawsan Malik and Vassilis Karapetsas</i>	
<b>Chapter 10 Impact of Critical Thinking Approach on Learners' Dependence on Innovative Transformation Through Artificial Intelligence</b>	161
<i>Sayeda Sapna Shah and Muhammad Mujtaba Asad</i>	
<b>Chapter 11 Impact of Artificial Intelligence (AI) in Addressing Students at-Risk Challenges in Higher Education (HE)</b>	183
<i>Omer Hag Hamid</i>	
<b>Chapter 12 AI for Higher Education: Alternative Ways of Learning and Risks</b>	195
<i>Nikolaos Chouzouris</i>	
<b>Chapter 13 AI: Powering Sustainable Innovation in Higher Ed</b>	203
<i>Lavina Ramkissoon</i>	
<b>Chapter 14 A Triadic Approach to Generative AI Solutions for Educators in Transforming Higher Education</b>	231
<i>Mei Kei Leong, Karen Tsen Mung Khie, Aqilah Yaacob, Thivashini B Jaya Kumar and Thanuja Rathakrishnan</i>	
<b>Chapter 15 The Evolution of Artificial Intelligence in Teaching and Learning of English Language in Higher Education: Challenges, Risks, and Ethical Considerations</b>	249
<i>Fareeha Javed</i>	

**Chapter 16 Exploring the Role of Generative AI Tools Among the Undergraduates of HEIs in Sultanate of Oman** 277

*Samyuktha Paliathuparambil Suresh, Simi Simon and Santhosh Nithyananda*

**Chapter 17 Visioning the Future of Higher Education Through Artificial Intelligence** 289

*Miltiadis D. Lytras, Afnan Alkhalidi, Sawsan Malik, Andreea Claudia Serban and Tahani Aldosemani*

This page intentionally left blank



## About the Editors

**Dr Miltiadis D. Lytras** is a renowned expert in advanced computer science and management, serving as a Research Professor at Deree College – The American College of Greece and a Distinguished Scientist at King Abdulaziz University in Jeddah. His expertise spans Smart Cities, cognitive computing, information systems, and knowledge management, aiming to improve educational quality through collaborative efforts. Dr Lytras has contributed over 120 high-impact papers to prestigious Q1 and Q2 Web of Science indexed journals across various subjects, including technology, education, and information management.

**Dr Afnan Alkhalidi** is an Assistant Professor at the Arab Open University, Kuwait branch. She is a leading expert in Smart Cities, Information Systems, and e-Governance, with a PhD in Operation and Information Management. With extensive experience in smart city development, she combines innovation, efficiency, and a results-oriented approach to her work. Currently, she serves as a Consultant for the Al-Hareer Smart City project in Kuwait, where she applies her expertise to enhance economic development and urban planning. Dr Afnan's contributions are pivotal in shaping sustainable urban futures.

**Dr Sawsan Malik** is an Assistant Professor at the Arab Open University, Kuwait branch, specializing in Smart City Management, gig and circular economies, eco-innovation, entrepreneurship, sustainable development, the informal economy, e-government, and digital transformation. She focuses on qualitative research methods, including grounded theory and ethnography. Malik serves as a peer reviewer for several notable journals in entrepreneurship, management, hospitality, and social sciences.

**Dr Andreea Claudia Serban** is a Professor at the Department of Economics and Economic Policies, Faculty of Theoretical and Applied Economics and Director of Doctoral School of Economics I. She holds a PhD in Economics from Bucharest University of Economic Studies and a post-PhD in Economics from Romanian Academy of Science. Her research activity consists in publication of 7 books and numerous economic studies in highly ranked journals and participation in many international conferences. She is an Associate Editor for International Journal on Semantic Web and Information Systems (IJSWIS – WoS indexed journal) and Editor-in-Chief for Global Journal of Business, Economics and Management: Current Issues (journal indexed in many international databases). She is reviewer for prestigious international journals and member in

editorial board or organizing committee of many international conferences. She is expert for Lithuania Research Council. Her areas of research interest include sustainable development, smart development, knowledge economy, labor market, education, and demographic issues.

**Dr Tahani Aldosemani** is an expert in the field of educational technology, currently serving as the Program Director for Skills and Lifelong Learning at the Education and Training Commission. She also holds the position of an Associate Professor of Educational Technology at Prince Sattam bin Abdulaziz University, and the University's Council Member. Her previous roles include Vice Dean of Information Technology and Distance Education at the same university and a consultancy position for the Saudi Arabian Minister of Education, focusing on e-learning and international cooperation. She also served as co-chair for the G20 2020 Education group. Dr Tahani earned her PhD in Educational Technology and a Diploma in Curriculum and Instruction from the University of Wyoming, US. She is a Certified Professional in Talent Development from the Association of Talent Development, an alumnus of the MIT Digital Transformation program, and holds a certificate in Online Learning Global Leadership from the Online Learning Consortium. Dr Tahani has received several international awards and recognitions in educational research and has many publications in educational technology and digital transformation in education. She led many successful initiatives in education presented at different conferences, seminars, and workshops.

## About the Contributors

**Ahmed A.M. Abdelkader** has developed a diverse track record of expertise and skillset. He obtained his PhD in Marketing Management from the University of Huddersfield, GB. He has served as an Assistant, Associate, and Full Professor at several universities in Egypt, Saudi Arabia, and Kuwait. He has over 20 years of academic and industry experience in regional and international enterprises in addition to several publications in international journals and conferences.

**Marwa Abdelkader** is an active researcher and academic in management and marketing. After obtaining her PhD in 2019 in Entrepreneurial Marketing, she has co-authored research articles on marketing, fintech, sustainability, and AI which are published in peer-reviewed international journals. Her research interests extend to include a diverse range of management and marketing phenomena.

**Afaq Ahmed** is a Lecturer at the Government Elementary College for Education, Hussainabad, Karachi adopted by Durbeen. He is also working as a Research Associate at the Aga Khan University Institute for Educational Development. His research focusses on teacher management policies, quality teaching and the use of technology in teacher education. <https://orcid.org/0000-0001-6382-1197>

**Sohail Ahmad** is a Doctoral candidate at Aga Khan University Institute for Educational Development (AKU-IED), Pakistan. His PhD research project is on “developing and validating Classroom Observation Tool for assessing and enhancing teaching quality in higher education.” His area of research interest involves quality assurance in higher education, pedagogical quality and students’ learning outcomes, large-scale assessment, and mixed-methods research. Recently, he has delved into the area of AI use in higher education and published systematic review, blog, and undertaken research projects as co-investigator (from which this chapter is extracted). He has also been involved in conducting short courses on AI use for teachers and graduate students. <https://orcid.org/0000-0001-7344-0566>

**Husa Alangari** is an Assistant Professor of Instructional Design and Technology at the School of Education and Human Development at Princess Nourah bint Abdulrahman University (PNU), consultant, and Women in AI Fellow in Riyadh, Saudi Arabia. She received her MEd and PhD in Instructional Systems Technology from Indiana University (IU) – Bloomington. Her research focuses on instructional design, faculty professional development, AI in education, and

innovation in teaching and learning. Her professional work experience spans over 20 years in education. She is the recipient of the 2023 Education 2.0 Outstanding Leadership Award, the 2021 Technology, Instruction, Cognition, and Learning SIG's Outstanding International Research Collaboration Award from the American Educational Research Association.

**Aisha Naz Ansari** is working as a Research Associate at Aga Khan University, Institute for Educational Development, Pakistan. She has experience of working on Educational Technology, including AI in higher education. She has published more than 15 research articles, systematic reviews, and research blogs in international and national journals and prestigious forums. Her research areas include systematic reviews, educational technology, educational psychology, teacher education, public-private partnerships, and classroom teaching and learning. <https://orcid.org/0000-0003-0938-8980>

**Muhammad Mujtaba Asad** is serving as an Assistant Professor and Lead Researcher of Educational Technologies and TVET Research at Sukkur IBA University and Honorary Adjunct Faculty at Sohar University, Oman. Dr Mujtaba has national and international working experience of more than 10 years at industrial and educational sector in the domain of Educational Technologies, Work and Product-Based Education, and Technical and Vocational Education. Dr Mujtaba has published more than 85 research articles (WoS and Scopus Indexed) in reputed international journals and conferences worldwide.

**Nehme Azoury**, Holy Spirit University of Kaslik (USEK), is a Professor and previous Deputy-President of Research at the Holy Spirit University of Kaslik – USEK. He is the former Dean of the Faculty of Business, he lectures in the fields of marketing, strategy, and corporate governance in several universities, namely teaches strategic management and corporate governance. He obtained his PhD in Business Sciences from Université Paris XI and the Holy Spirit University of Kaslik, USEK. He was the Secretary General of the Arab Society of Faculties of Business Administration (affiliated with the Association of Arab Universities and founded by the Arab League) and is one of the eight members of the scientific committee of Eduniversal, as a representative of the Eurasian region. He has been a Visiting Professor and Lecturer at various universities, including Panthéon-Assas (Paris II), Euromed-Marseille, La Rochelle, Lyon 3, HEC Montréal, and the George Washington University, which presented him with an appreciation award for Active Contribution to the Education of MSF Students. He is the author of several publications and editor-in-chief of the Arab Economic and Business Journal and the Lebanese Journal of Economics and Management. He is also a Managing Partner at Widein, a consultancy firm based in Lebanon. Prof Azoury has published with Palgrave Macmillan many books such as “Business and Education in the Middle East,” “Business and Society in the Middle East – Exploring Responsible Practice” and “Entrepreneurship and Social Entrepreneurship in the MENA Region Advances in Research.”

**Sadia Muzaffar Bhutta** is working as an Associate Professor at Aga Khan University Institute for Educational Development (AKU-IED), Pakistan. Her research interest includes Classroom practice, Learning outcomes, Teachers' professional

development, Quantitative research method. She is the principal investigator of the project on use of ChatGPT in higher education of Pakistan. <https://ecommons.aku.edu/do/search/?q=author%3A%22Sadia%20Muzaffar%20Bhutta%22&start=0&context=2452244&facet=>

**Daniel Borer**, RMIT University Vietnam, Vietnam. Dr Daniel is a Swiss economics and business graduate from Basel University, Switzerland, and the LSE. He obtained his PhD in Banking & Finance at the Basel University. He held teaching positions at the Basel University, the University of Mainz, Germany, the Institute for Design, Switzerland, and UOW Penang, Malaysia. He also earned an MA in Leadership and Strategy at Open University, UK. He has worked in research projects for the Swiss Government, also worked at the largest, Swiss private bank UBS as well as working for a social and economic development nongovernmental organization (NGO) in South America. Currently, he serves as team-director for PLI which offers leadership and anticorruption seminars for high ranking government officials. He teaches economics and business at RMIT University in Ho Chi Minh City, Vietnam. He is an active researcher in economic market inefficiencies with practical relevance, recording several publications.

**Nikolaos Chouzouris** is a student at Deree college in Greece. Nikolaos Chouzouris studies International Relations and European Affairs since September 2022.

**Esmira Hackenberg** is a seasoned legal academic with over 14 years of experience, currently serving at RMIT Vietnam. She specializes in teaching and coordinating courses such as Company and Finance Law, Business Law, as well as exploring the legal dimensions of emerging technologies like Artificial Intelligence (AI), Blockchain, and Big Data. Her academic interests are broad, encompassing all aspects of AI and its implications in the legal field.

**Cynthia Hajj**, Holy Spirit University of Kaslik (USEK), has more than 8 years' experience in the fields of Education and Business and is currently a Senior Business Analyst at PFC International, a business consultancy firm with offices in Beirut, Australia, Oman, Qatar, Iraq, and Spain. She specializes in conducting feasibility studies, market assessments, financial analyses, and business development plans. Cynthia also manages a team of junior business analysts and interns at PFC International. Cynthia is currently pursuing a PhD in Business Administration at the Holy Spirit University of Kaslik (USEK), where she also completed a Bachelor of Arts and Business Administration in Banking and Finance, as well as a Master of Science in Business Administration and Management, graduating with high distinction and ranked first in the faculty of business. In addition to her academic and professional achievements, Cynthia has published a chapter titled "Challenges and Opportunities Faced by the Students and Faculty Members" in the book "Governance in Higher Education: Global Reform and Trends in the MENA Region" and "The Metaverse for Education" in the book "Higher Education – Reflections from the Field – Volume 3," edited by Dr Lee Waller and Dr Sharon Waller. She also acquired various certifications from international organizations, including McKinsey and Company, the University of Illinois, the University of Virginia, the University of London, and

Elsevier Academy. These certifications cover topics such as entrepreneurship, leadership, finance, company management, and personal branding.

**Omer Hag Hamid** is an Assistant Professor at the Arab Open University-Bahrain, specializing in economics and Innovation and Technology Management. He holds a PhD in Economics from the (OIU) and a candidate for a second PhD in Innovation and Technology Management from the (UNIKL), with an MSc (OIU) and BSc in Economics from the University of Kentucky. He is a renowned researcher in fintech and digital solutions in finance, with a focus on the impact of technology on financial services. His work has been published in prestigious journals, and he is a regular speaker at conferences and seminars. Dr Hamid is also certified by (INQAAHE), reflecting his commitment to quality education.

**Hend Hassan** is an Assistant Professor at the Arab Open University – Kuwait branch. She is also an Associate Professor at the Faculty of Commerce, Mansoura University, Egypt. She took her postgraduate studies in Cranfield University, UK, where she completed her MPhil in 2008 before obtaining a PhD in Electronic Management following a programme of study that was applied to the Egyptian E-Government. Her research interests include experiential marketing, e-customer relationship management, e-services, digital marketing, brand management, and entrepreneurship.

**Dr Rawan Hassoun** is a dedicated educator, an academic editor, and a proficient business professional. Her involvement in course design, curriculum development, educational materials preparation, and student counselling has significantly enriched her work. In addition, she also offers freelance consulting and research services. Holding a DBA in Management and Strategic Planning from the International American University of Los Angeles, she brings extensive practical experience and broad knowledge to her research. Dr Rawan Hassoun's vast contributions to the industry underscore her credibility and authority. She is also adept as a university professor, academic researcher, and journal editor. Furthermore, she collaborates with Professor Saher El-Annan as a co-reviewer. With comprehensive and specialised training packages in leadership, strategic management, marketing, and other disciplines. Coming from a corporate and educational background, Dr Rawan Hassoun imparts her hands-on practical knowledge and critical thinking skills to her students for the maximum benefit of the field.

**Fareeha Javed** holds a PhD and Postgraduate Diploma in Teaching and Learning from Massey University, New Zealand, Masters in English from Punjab University (Lahore College for Women), and Masters in Educational Planning and Management from Allama Iqbal Open University Islamabad. She is currently working as an Associate Professor. Dr Javed's research interests include first year experience, student engagement, teaching and learning of second/foreign language, psycholinguistics, language policy, TESOL leadership and management, preparedness for university, curriculum development, assessment and evaluation, and blended learning.

**Thivashini B Jaya Kumar**, a Senior Lecturer and Program Director at Taylors University, is a dedicated scholar with a background in business and marketing. She earned her Bachelor of Business degree from Victoria University, Australia, laying the groundwork for her future endeavours. She then continued her studies at Taylors University Malaysia, obtaining a Master's in Management, before embarking on a doctoral journey in business, specializing in marketing. Her research interests lie at the intersection of services marketing and management, consumer behaviour, and entrepreneurship. In her recent work, she explores topics such as the essential role of necessity-preneurs, the challenges, and opportunities for small businesses in sudden demand situations, and the impact of viral marketing on entrepreneurship in both book chapters and articles. Her contributions reflect a commitment to academic excellence and a passion for advancing knowledge in her field.

**Vassilis Karapetsas** graduated from The American College of Greece with a Bachelor of Arts in Communication and from Boston's Emerson College with a Master of Arts in Integrated Marketing and Public Relations. He studied for a portion of his Emerson College coursework at Harvard University. He is now pursuing a doctorate at Oxford Brookes University in the United Kingdom (London). He has also graduated from the Ecole Hotelier de Lausanne in Switzerland as a Certified Trainer. With over two decades of experience, Mr Karapetsas has worked as a journalist, senior consultant, instructor in communication and management, senior academic, and administrator at higher education institutions. At the moment, he works as a faculty member and Program Leader for Business Programs at Metropolitan College in Athens, Greece (Acad.).

**Aaron M. Lane** is a Senior Lecturer in Law and Senior Research Fellow with the RMIT Blockchain Innovation Hub, RMIT University, Melbourne. He holds honorary appointments as Senior Fellow at the Competition & Innovation Lab at the George Washington University, Research Associate at the UCL Centre for Blockchain Technologies and Postdoctoral Fellow at the University of Divinity. Dr Lane's research focuses on the law and economics of innovation, new and emerging technologies, and regulation. His research has been published in leading journals including the Harvard Negotiation Law Review, the European Intellectual Property Review, the Monash University Law Review, and the Journal of Evolutionary Economics and the Journal of Business Research. Admitted to practice in the Supreme Court of Victoria and the High Court of Australia, he currently practices in corporate and commercial law as a barrister at the Victorian Bar.

**Mei Kei Leong** is a Senior Lecturer and programme director at Taylor University, Malaysia. In 2018, she completed her PhD at Universiti Putra Malaysia in the field of consumer science. She received her Bachelor of Consumer Studies from the same institution. Her expertise lies in the areas of marketing, branding, and strategic management. Dr Mei Kei Leong's current research focuses on digitized marketing, marketing management, consumer behaviour, and quantitative research in social science. She has published in international journals such as the

International Journal for Hospitality Management and the Asia-Pacific Journal of Business Administration in embracing new advanced technology. In conjunction with Taylor's effort to introduce the Impact Lab, she has been actively involved in Impact Lab 13: Digital Innovation and Smart Society to create an impact on students, the community, and society.

**Dr Chris Mantas** holds a Doctorate degree on Social Sciences at the Centre for Labour Market University of Leicester with focus on knowledge management and national culture. He works as a researcher for KEFIM (*Center for Liberal Studies* – Markos Dragoumis) and as a Lecturer for Business Programs at Metropolitan College in Athens, Greece (Acad.). His research interests vary from marketing, knowledge management and organizational behaviour up to gender studies, postmodern politics, liberalism, adult education, and tourism. Recently he has published a number of papers on tourism, while he is developing his postdoc research on AI and Management.

**Nick McIntosh** is a passionate futurist exploring the cutting edge of Higher Education edTech and ideas – from AI and Learning Analytics to next-generation learning spaces and extended realities. He has a track record of identifying, prototyping, and scaling innovative learning solutions that increase student engagement and achievement at scale. He is skilled at researching emerging technologies and collaborating cross-functionally to implement pilots and a wide range of staff development programs that drive transformative institutional change. His current focus is on AI, Learning Analytics, and Augmented Reality/Virtual Reality (AR/VR)-based learning experiences and environments. He is seeking to leverage his broad experience and curiosity to shape a more innovative, responsive, and human-centric future for higher education (HE) teaching and learning.

**Karen Tsen Mung Khie** is a Lecturer and program coordinator at Taylor's University, specializing in organizational behaviour. With a PhD in Business, a Master's in Management, and a Bachelor's in Psychology, she brings a comprehensive understanding of human behaviour in the workplace. She is also the hub leader of Hub 3: Employees' Well-Being and Productivity under Impact Lab 8 at Taylor's University. Dr Karen is dedicated to advancing knowledge and making a positive impact in the field of employees' well-being. As an educator, she is actively involved in transdisciplinary student projects to develop new business models and successfully guide students to win national and international competitions. This project involvement also rewards her several teaching and learning awards. She has also recently published a book chapter on activity-based offices.

**Santhosh Nithyananda** is a Lecturer in the College of Economics and Business Administration (CEBA) – University of Technology and Applied Sciences-AI Musannah (UTAS-A) since 2014. He started his teaching career in 2002 and has experience in working at various academic institutions and specializes in Accounting and Finance. He has a doctorate in Financial Management. He has publications in peer-reviewed journals and has presented papers at international



conferences. His research interests include financial management, accounting, finance, auditing, sustainability and AI.

**Samyuktha Paliathuparambil Suresh** is a Lecturer in the College of Economics and Business Administration (CEBA) – University of Technology and Applied Sciences-AI Musannah (UTAS-A) since 2014. She started her teaching career in 2006 and has experience in working at various academic institutions and specializes in Accounting and Finance. She has a master's in Finance and Business Administration. She has many publications to her credit in leading refereed journals and has presented papers at international conferences. Her research interests include accounting, finance, auditing, sustainability and AI.

**Lavina Ramkissoon**, Pioneering Visionary | Influential Figure | Trailblazer | Thought Provoker | Thought Leader | Chairwoman | Advocate known as #aiMOM, is sculpting a more intelligent tomorrow wherever she steps. Globally recognized as a top AI leader, she blends psychology, technology, and economics to propel advancements in AI, blockchain, other emerging technologies, and ethics. She is a true expert in the realm of AI and technology. As a futurist leader, Ms Lavina stands at the forefront of unifying the space. Her efforts have earned her recognition as one of the Top 10 Leaders advancing AI globally. As a luminary in Africa's tech scene, she champions conscious technology applications. Serving as an advisor, chairwoman, director, and founder across industries, she's dedicated to unlocking Africa's potential. Her mission extends globally, focusing on humanizing technology and economics. She's an inspiration, paving the way for a tech-savvy and inclusive future for all.

**Thanuja Rathakrishnan** holds the position of a Senior Lecturer and Stream Coordinator at Taylor's Business School, Taylor's University in Malaysia. She completed her PhD in Business Economics at Universiti Putra Malaysia (UPM) and holds a Master of Business Administration from Putra Business School, UPM. She earned her bachelor's degree in communication and management from Upper IOWA University, US. Apart from her academic achievements, Dr Thanuja actively engages in consultancy projects with both government organizations and NGOs. She has also contributed to various government and private research grants. Her primary areas of interest include entrepreneurship, small and medium-sized businesses, and family businesses. In addition to her academic responsibilities, Dr Thanuja serves as an Editorial Review Board Member for the Journal of Responsible Tourism Management. She is also a committee member of the International Family Enterprises Centre and contributes as a Local Virtual Volunteer for AIESEC.

**Marius Schönberger** is currently working as an Assistant Professor at the University of Applied Sciences Kaiserslautern (Germany) in the Department of Computer Science and Microsystems Technology. He focuses on Artificial Intelligence, human-machine interaction, usability engineering, interactive systems development, and leadership and communication techniques. Previously, he was managing director of the Research Institute for Education and Digitalization at Saarland University (Germany). In this role he was responsible for the management and monitoring of research and development projects in the fields of

education and digitalization. As Head of IT at a medium-sized medical technology company in Saarbrücken (Germany), he was responsible for the functioning of the IT infrastructure and IT systems.

**Sayeda Sapna Shah** is currently serving as a Lecturer at Shaheed Benazir Bhutto University, Shaheed Benazirabad, Sindh, Pakistan. Her area of expertise is Critical thinking, Educational Technologies and Pedagogy.

**Sarah Sidani**, a PhD holder in Management from the Lebanese University in Beirut, serves as an Assistant Professor and Courses' Chair. She fosters an engaging learning environment, encouraging critical thinking and innovation. As a mentor, she provides support and help to students to refine their ideas and achieve tangible outcomes. In her role as Courses' Chair, she ensures the curriculum's relevance, driving continuous improvement within the department. Beyond academia, Dr Sidani is a business consultant experienced in entrepreneurship with a deep passion for supporting and mentoring small and medium enterprises. Her commitment to professional development extends to engaging with industry professionals, ensuring she stays up with management trends. Through her dedication and mentorship approach characterized by active listening and fostering confidence, Dr Sidani empowers both students and start-ups, encouraging creativity, resilience, and a growth mindset.

**Simi Simon** has been a Lecturer in the College of Economics and Business Administration (CEBA) – University of Technology and Applied Sciences-AI Musannah (UTAS-A) since 2014. She has a career span of 20 years at various academic institutions and specializes in Human Resources and Marketing Management. She was awarded a doctorate in Marketing by Vellore Institute of Technology University, India, in 2018. She has many publications to her credit in leading refereed journals and has presented papers at international conferences. Her research interests include sustainability, strategic management, employee wellness, consumer behaviour, customer heuristics, content marketing, performance management and AI.

**Binh Nguyen Thanh** is the Senior Program Manager of Blockchain Enabled Business and the Co-Founder of the Fintech-Crypto Hub at RMIT Vietnam. He is an academic thought leader driving the field of digital economy and education, exploring how AI, Blockchain, virtual and other digital technologies revolutionize the economy and education. He has published in top-tier academic journals on digital research areas and regularly guides policymakers, industry and the wider community on the digital revolution induced by technology.

**Aqilah Yaacob** is a Senior Lecturer, programme director and certified trainer at Taylor's University. Recognized with the 2023 President Award for Transformational Teaching and Learning, she pioneers innovative educational approaches, fostering transdisciplinary projects with students to address Sustainable Development Goals (SDGs). Her initiatives have garnered numerous accolades, including innovative teaching and learning awards, and successfully guiding students to win national and international business competitions. Dr Aqilah engages with

communities and industries, judging social entrepreneurship programs and securing research grants for sustainability initiatives. With a PhD from Cardiff University, her work appears in prestigious journals, book chapters, and conferences worldwide. Passionate about ethical business practices, she shares her insights through media appearances and advisory roles, empowering underprivileged communities globally.